

United States Postal Service®

INDUSTRYALERT

May 4, 2016

2017 Irresistible Mail™ Award – First Quarter Deadline is June 25th

The Irresistible Mail™ Award launched at the 2016 National Postal Forum is expanding. This year we will have four quarterly winner mail pieces that will compete to be crowned as Grand Champion at the 2017 National Postal Forum and receive the 2017 Irresistible Mail Award. The Mail Owner, Agency, and Printer of each quarterly winner will be recognized.

The award recognizes innovative and effective mail piece designs. These designs may include (but are not limited to) the use of shapes, sizes, textures, colors, personally targeted content, specialized inks, conversions to digital, or uncommon enclosures.

Entry is free and easy. The entry form and the complete rules can be found at www.irresistiblemail.com/award. Mail pieces must have been mailed at least once since July 1, 2015 to be eligible. Submissions for Quarter One must be postmarked by June 25, 2016, and received by June 30, 2016.

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